

TAKE MORE CARE OF YOUR TIRES

Give Them a Chance and You
Will Save Much
Money.

Herewith are presented several examples of how perfectly good tires are sometimes ruined by carelessness, according to the expert of the Kelly-Springfield Tire Company.

The first picture hardly needs explanation. This casing has been ruined by chains improperly applied. "Spreaders" have been used, or the chains have been



No. 1.

drawn so tight in applying that they never shifted and the cross links, held in the same spot each time the tire has slid on icy pavements, have finally cut through the tread, and in at least one spot through the entire carcass. When chains must be used they should be applied with enough slack to allow them to shift, thereby distributing the stress around the entire tread.

In the case of No. 2 we see evidence of another form of tire abuse which is quite prevalent if we may judge by the frequency with which tires in this condition are brought to our attention. While this is not the quickest way to wear out a tire, its continual practice will shorten the life of a tire materially.

The practice to which we refer is that of running in ruts and against curbs, which scrapes off the thin layer of rubber put on the sidewalls to protect the fabric. When this rubber is gone the fabric is exposed to wear as well as to water and mud, which rot it very quickly. Furthermore, the edge of the wear nearest the tread where the rubber is thickest will catch everything with which it comes in contact, and if the sidewall holds out the rubber eventually loosens to and under the tread, where the action and friction against the carcass is bound to result in a blowout.

Picture No. 3 shows a tire which speaks for itself of the abuse to which it has been subjected. Its condition is due to some sharp object which evidently projected from the body of the car and which, as the body bounced and wobbled on the springs, has caught the revolving tire, repeatedly cutting the rubber and occasionally the fabric, finally digging so deep that the remaining pieces of fabric were inadequate to withstand the pressure and rupture. In other words, "blew out." This is not a common occurrence. No good mechanic would leave a bolt or cotter pin in a gear housing, but if this should occur,



No. 2.

the damage in dollars and cents would not be much greater than that caused by a bolt or any object left protruding from a bumper, fender or spring where it can touch a tire.

Another form of tread wear that is usually avoidable is shown in picture No.

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Come in and see for yourself
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choice of color to suit
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4. This was caused by brakes grabbing or locking. Note the scuffed appearance of the rubber, due to the tire's actually sliding on the road while supporting probably a ton weight. Had you been in the car at the time you would probably have smelled the rubber burning. This tire probably wore out before it delivered one tenth of the mileage it would have returned on a front wheel or a wheel with brakes properly adjusted.

We believe one of the greatest possibilities in tire conservation lies in proper



No. 3.

attention to the brakes. Be sure that they are exactly equalized so as to avoid throwing the brunt of the load on to one tire. Use your emergency brakes only in case of emergency—and avoid emergencies.

Here are a few of the proverbial don'ts:

Don't start or stop quickly. If you do, you put a great strain on your tires, and they are one of the most expensive items of car operation.

Don't turn corners at high speed. It throws a severe strain on your tires.

Don't travel too fast. The slower you run the smaller will be your repair bills.

Don't run on car tracks or ruts. The rubber on the sidewall is not intended for wear but as a covering for the carcass.

Don't leave a bolt or any object on your car protruding where there is a chance of its gouging the tires.

Don't lay up your car with its weight on the tires. Jack it up, or better yet, remove the tires and store them in a cool, dry place.

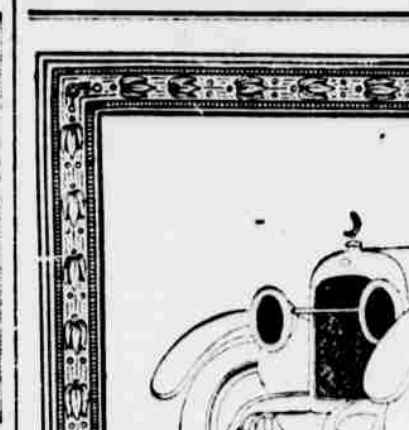
Don't keep a tire in reserve for any considerable period. Rubber deteriorates and requires action occasionally to preserve its life.

Don't allow a tire to be applied to a rim on which the bead channel is bent or half filled with rust. It will not seat properly and is likely to be short-lived.

Don't dislodge these pointers from your mind without action, but give them due consideration if you wish to conserve your tires.



No. 4.



No. 5.

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FULL SPEED AHEAD WITH MOTOR CAR

Makes One More Efficient in
These Days of Extra
Effort.

By GEORGE A. KINSEL,

Pres. of the Kiesel Motor Car Co.

The giant strides which the automobile industry has made in perfecting the passenger car to that point of efficiency necessary to become a part and parcel of our everyday life can be seen from the fact that while only a few years ago it was regarded as a pleasure vehicle, to-day it is acclaimed by the entire world as a utility and necessity in all walks of life and in practically every line of business endeavor.

The purchase of an automobile to-day is considered an investment. The purchaser has in mind utilizing its time and labor saving qualities to his advantage. He has made investigations, talked with owners and has seen its efficiency demonstrated on the streets every day. Its reliability of construction, dependability of performance and adaptability in saving time have proved its unassailable position in the life and work of the nation.

Competition among the manufacturers has not only standardized the leading cars but has brought the passenger car up to its present high point of perfection.

"I look for a greater dependability being placed on the automobile during the coming year. I say this not only because with our country at war it is necessary for everybody to employ those efficiency methods that increase their ability and save time, but also because it is just as necessary to employ those methods that keep one in sound physical and mental condition."

To be up and coming every day in the year is not to be a strain on anybody unless he can, without interruption, take proper care of his health. A man with an automobile can set a pace which the other fellow without the same means of transportation finds hard to follow.

If you have a machine and your competitor has not it is plain common sense that you can cover more ground than he can and consequently do more business in less time. As one business man expressed it: "A man with an automobile rides to success and enjoys the trip."

While the automobile has been developed so that it is mechanically perfect and will give uninterrupted service, at the same time the manufacturers have taken care to make it unusually comfortable, thus insuring to owners a physical let down or rest while traveling from point to point.

The purchase of an automobile should be made as a business proposition. If you are in the manufacturing business and it is necessary for you to add more equipment to keep up with the demand for your goods there would be no hesitation on your part to make the investment.

This undoubtedly is the reason why business men purchase automobiles. They are not only free from the petty annoyances and delays common with other means of travel, but arrive at their offices feeling in good trim after their drive down town and can make appointments on time and in time. In other words the owner's mind is "rest and ready" to grasp the business details that are awaiting his arrival. Driving an automobile gives a man the action necessary to offset the sluggishness of office physical inactivity.

The incident comes to my mind which shows how in one case the automobile not only enabled an owner to get around more quickly and be in more places but also doubled his capacity for work and made him independent of other conveyances.

Practically all of this man's business acquaintances had purchased cars, but as he said: "I was so taken up with details that I did not notice the advantages these men had over me until one day an incident came up that brought forcibly to my mind that it was to my advantage to purchase one. There was an important meeting that afternoon, to be held at the factory of a concern in which I was interested. Not only an election of officers was to take place but also the question as to the advisability of declaring a dividend, and quite naturally I wanted to be there."

"The factory was situated about

twelve miles out of town, and while I had instructed my stenographer to remind me in plenty of time to keep the appointment and catch the street car which ran out to the factory I nevertheless missed the car I should have taken. Just as I resigned myself to the fact that I would be late, a fellow director of the concern drove up in his automobile and we drove out together. We arrived some twelve minutes ahead of the appointed time, giving me an opportunity to renew acquaintance with the other directors and get a line on the situation.

"That night I sat down and figured out just what an automobile would do for me. That directors' meeting showed me the necessity of my being at different places throughout the day. By figuring up the time I estimated a car would save me, not only in personally attending different interests in the city, but in driving to and from the house, in entertaining customers and in enjoying the holidays and Sundays out in the open. I saw plainly that it would be a paying investment, and accordingly purchased the car."

The above application of the automobile to this man's business requirements is typical of its adaptation in most any line of business where a man has occasion to get about. Just as the telegraph gives transmission of messages from one end of the country to the other; just as the telephone enables two people to talk to each other hundreds of miles apart; so the automobile, through its mechanical perfection and dependability of performance, has practically doubled one's capacity in business, of being in the two places of to-day in the one of yesterday; of doing two hours' work in the space of one, by the saving of time and labor.

Today, through its efficiency, it holds a prominent position as a necessary part of the business world's equipment. It has revolutionized business methods by revolutionizing travel and transportation.

OAKLANDS FILE UP MILEAGE.

Six Roadsters Go Into Blue Book Service.

This is the story of six sturdy roadsters that have gone forth in quest of adventure. They carry on their radiators the Oakland nameplate and before the first snows of winter fall they will have seen much of this country and given battle to deep mud and sand and steep mountain grades. These roadsters are in the service of the Automobile Blue Book, which annually charts thousands of miles of new roads for American motorists and blazes the trail to places of scenic and historic charm.

Within the next six months each of these six pathfinding Oaklanders will have travelled anywhere from 12,000 to 18,000 miles, distances three or four times as great as the average automobile covers in a year. They will be put to the most exacting of daily tests, for their drivers take no account of weather and road conditions on these trips of highway investigation.

"When we decided to use these roadsters for pathfinding and new highway investigation, we were convinced that the Oakland 'Sensible Six' was the car that would do our work very efficiently and economically," said John P. Dods, Western manager of the Automobile Blue Book Publishing Company. "Without this conviction we would not have purchased them."

SIMPLEX WORKS FOR GOVT.

No New Production Until After the War.

Thomas M. Adams, distributor of Simplex cars, at the offices and show rooms of the Simplex Automobile Company at 225 Fifth Avenue announced yesterday that new production of Simplex cars had been stopped until the needs of the United States Government had been fulfilled.

While showing some of the newest Simplex cars in the latest carriage design and colors Mr. Adams said: "The Simplex factory has gone to war and no new production on Simplex cars can be expected for some little time. We are fortunate, however, in having enough cars on hand to supply our patrons for the next month or two, but after these cars are gone it will only be possible for us to accept orders for after the war delivery."

The factory is producing its Hispano-Suiza airplane motor for the United States Government, and its engine, production and administrative energies are given over to this work. The service station will be kept at its present state of efficiency, however, to give every car and service to owners.

It is rumored that the company has taken over the old General Vehicle Company plant in Long Island City so as to be in a position to double its Hispano-Suiza output.

NECESSITY SPURS BUYERS.

Reo Manager Sees Utility of Car Proved.

"That the importance of the motor car as a vehicle of utility is responsible for the business now being done by the automobile dealers is becoming more and more apparent each day," says James J. Hunt, general manager of the Reo Motor Car Company of New York, Inc. "Our sales records, both at factory and our salesrooms, show that business has opened this year about two weeks earlier than usual, despite one of the most severe winters ever had. Orders for cars are coming in thick and fast, but the big problem is to meet the demands. If this were possible we would have a banner year. This condition is not confined to the Reo product alone. In all fairness, I must say that practically all reputable makers are enjoying the same demand for their product. In fact

there is a general and a very heavy demand. "Presumably nobody buys an automobile for pleasure. Fully 99 per cent. of the purchases are made under the spur of necessity. In some cases perhaps buyers are simply protecting themselves against further advances in price, which they realize must come. Others are trying to get in ahead of the spring rush. In all cases the indications are that necessity is the principal incentive and that the demand is not confined to any one section of the country, but is general."

Conscience Stricken, Returns Auto.

LOS ANGELES, Cal., May 4.—David Aaron, a San Francisco youth, has escaped prosecution as a felon because he became conscience stricken after stealing the automobile of M. Cooper of this city and driving it to Berkeley. Aaron returned and confessed to police officers and the charge of grand larceny was dismissed.

When the Indians Came to Town.



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